GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:879
ANSWERED ON:06.12.2004
INCREDIBLE INDIA CAMPAIGN
Swain Shri M.A. Kharabela

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is launching `Incredible India campaign` in order to attract foreign tourists to India; and

(b) if so, the number of countries where this campaign has been launched and the results achieved as a result thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a): Ministry of Tourism has launched the Incredible India Campaign in the Print, Electronic and internet media globally to attract foreign tourists to India.

(b): The Print and Electronic media have been targeted at European market, U.K., Australia, Asia Pacific, South East Asia, Middle East and SAARC countries. The campaign has just finished for the current year. It is therefore too early to now assess its results. The internet campaign has also been launched globally with main stress on US, Japan, Europe, China, Australia, Singapore and the Middle East.

The Campaigns launched in the international markets have contributed to a 23.7% increase in tourist arrivals (Jan-Oct) and 37.5% increase in Foreign Exchange earnings in Dollar terms over the same period in 2003.